## **Practcal_Action_Logo_RGB_400px**Terms of Reference for Consultancy Services

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| --- | --- |
| 1. **Assignment title:** | Study on “Jute Diversification and Online Marketing” and “Final Evaluation” |
| 1. **Description:** | Two studies will be commissioned jointly by the consultant/firm titled on “Jute Diversification and Online Marketing” and “Final Evaluation” under ISF funded project implementing in four northwest districts of Bangladesh. |
| 1. **Location:** | Kurigram, Rangpur, Lalmonirhat and Nilphamari |
| 1. **Duration and timing:** | 2 months |
| 1. **Number of working days:** | 60 calendar days (25 July’22- 24 September’22), The detail timeline of the study is available in ***Annex-1***. |

1. **Background and purpose of the assignment:**

**6.1 Background**

Practical Action is an innovative international development organization putting ingenious ideas to work so people in poverty can change their world. We help people to find solutions to some of the world's most difficult problems, namely catastrophic climate change and persistent gender inequality. We do things differently so that answers that start small can grow big and bring people together in bold collaborations, combining knowledge with innovation to change the systems that keep people poor and vulnerable. We work with communities to develop ingenious solutions for water and waste management, agriculture, climate resilience and clean energy access. Then we share what’s proven to work with others, so many more people can change their world and we also believe in the power of small to change the big picture.

Practical Action has been implementing a project tilted “Digital advances in jute trade for local economic development in climate stress Northwest Bangladesh” with funding support from Internet Society Foundation (ISF). The project is implementing in four districts of Bangladesh namely; Kurigram, Rangpur, Lalmonirhat, and Nilphamari, during the time frame of two years, 21 September 2020 to 20 September 2022. In brief, this project intends to demonstrate that by facilitating appropriate entrepreneurial skill development training and awareness raising, gender sensitizing on women’s role in jute SME sector, linking them to online marketing platform, extending linkage to financing institutions and expanding market demand of bio-degradable natural products enable 22160 beneficiaries that includes 2,000 women weavers, 100 youths and 15 SME actors, 45 SME staffs and 20,000 jute farmers attaining economic independence in climate stress Northwest Bangladesh in COVID-19 context.

The project was working to create awareness on COVID-19 and support with hygiene materials in the workplace and at home for a safe and decent job in the jute diversified products trade and online marketing. Also working to improve online marketing capacity of 15 jute SMEs, 45 SME staff, 2000 women weavers and product makers and intermediate youth and girls in digital literacy to support weavers and SMEs. As weavers are engaged in making products, they planned to support a group of 100 youths (60% girls and 40% boys) from schools or colleges to provide ICT support for them in business expansion and market linkage. Most of the intervention has been completed in beginning of 2022.

At the final stage of this project with a view to assess the present situation jute diversified products and digital online marketing in project intervention area and outer market area of national and international level linked with value chain actors covering 15 SMEs, 45 SME staff, 2000 women weavers and 100 youth ICT entrepreneurs. At this stage, Practical Action intends to conduct a study on online marketing of jute diversified products along with final evaluation of the project by consultant/firm. After commissioning these two studies, the report including findings will be shared with relevant stakeholders including donor agency.

**6.2 Objective of the assignment**

The broad objective of the jute diversification and online marketing study is to observe the present situation of jute diversified products and online marketing in project intervention and outer market area of national and international level linked with different value chain actors covering 15 SMEs, 45 SME staff, 2000 women weavers and 100 youth ICT entrepreneurs. On the other hand, the broad objective of the Final evaluation is evaluate the changes happened through the project intervention.

The specific objectives of the **study on jute diversification and online marketing** are as follows, but not limited to:

* 1. To identify the demographic factors of eco-friendly diversified jute products consumers & SMEs and scope of further use.
  2. To find out the available diversified jute products in Bangladesh
  3. To see the status of local and foreign online market of Jute diversified products including the local and foreign trade amount by SMEs.
  4. To investigate knowledge and perception of customers on eco-friendly jute and diversified jute products.
  5. To identify potential barriers (i.e. registration free flow, papers requirement) in the market of the eco-friendly diversified jute products.
  6. To identify the current situation and barrier in export market on diversified jute goods by the online marketing.
  7. To find out the challenges that SMEs and relevant stakeholders are currently facing and make recommendations on how to get rid of those situations.

The specific objectives of the **final evaluation** are as follows, but not limited to:

* 1. To measure the changes in the income of farmers, weavers, Jute SMEs, and ICT Hubs in connection with COVID-19 awareness practice and shocks recovery, jute diversified products making, and online marketing in comparison to baseline
  2. To see the changes from the baseline in capacity on using ICT tools and digital/online marketing of jute SMEs, weavers, and ICT Hub owners and effective connection with buyer.
  3. To evaluate the linkage between SMEs/ICT Hub and local buyers as well as foreign buyers’ market on diversified jute products and income from the online market in comparison to baseline.
  4. To identify key lesson learned considering the constraints and challenges of jute SMEs, weavers, and ICT Hub owners for promoting digital/online marketing of diversified Jute Products

1. **Scope of work and key questions:**
   1. **Scope of work**

The study team will work as per the following job description:

* Review of relevant documents namely proposal, work plan, progress reports, online market website, baseline study report, COVID-19 impact report, donor report, Training Need Assessment Report, MEL plan, relevant national/international documents, etc.
* The study will scope to work in line with OCED DAC evaluation criteria i.e. efficiency, coherence, effectiveness, relevancy, impact and sustainability
* There are compendium indicators, global indicators of Practical Action that may help to design the tools considering study objectives.
* The study will give opportunity to know the online market situation of jute diversified products and it challenges.
* Develop appropriate methodology for commissioning both studies using same tools for common respondents and separate tools for separate respondents.
* Develop appropriate questionnaires, tools and guideline for data/information collection and conduct field test of study tools to see the authenticity of tools for joint study and separately.
* Selection of data enumerators preferably female enumerator for female repsondants and orient them on study tools and methods and finalisation of tools based on field test findings.
* Special mobile-based applications will be used, namely KoBo toolbox, survey CTO, survey solution, etc. for quantitative survey purpose, data management, and preservation using set tools and guidelines. For abroad buyers and customers distance survey can be conducted.
* Conduct individual interviews with relevant person i.e., women jute weavers, jute SMEs, buyers, customers, intermediate actors (girls and youths of ICT Hubs), consumers of jute diversified products,
* Conduct FGDs with women jute weavers, jute SMEs, intermediate actors (girls and youths of ICT Hubs).
* Conduct KII with ICT hub owners, SMEs owners, national and international buyers, final customers and relevant experts, national and international market actors, and buyers.
* Analyse qualitative data and information regarding existing jute production and textile sector that includes women weavers, SMEs, national and international buyers, final customers, ICT-hubs and the intermediate actor (youths).
* Prepare and submit draft and final reports on jute diversification and online marketing containing all major findings based on study objectives considering sex and are segregation, suggestions, recommendations, etc.
* Two brief/short report that is study summary/fact sheet can be prepared based on final reports that will be help to produce the policy brief.
* Questionnaire should be developed jointly by the consultant and Practical Action according to the study objectives and can chance to merge some question and data for both studies.
  1. **Key question**

The study team need to consider the following key questions for both studies. As a cross cutting issue gender perspective need to be taken into account in relevant part of following questions. In addition, gender segregated data need to provide in the report. The study team will also provide recommendations from gender perspective wherever applicable. The following key questions for the studies will preferably include, but not limited to:

***Jute diversification and online marketing:***

* About the Socio-Economic Profile of Sample Customers and SMEs i.e. education, age, sex, income. (ob-i)
* What are the knowledge and interest about DJP, familiarity with DJP, using nature of DJP, positive and negative side of DJP, Scope of DJP, Satisfactory with DJP. (ob-i+iv)
* What products developed by SMEs, Marketed by SMEs, types of products, challenges. (ob-i)
* About the types and availability of DJPs in Bangladesh, geographical context products, demand of customers. (ob-ii)
* What is the size of local and foreign online market on DJP and buyers’ perception toward diversified jute products (ob-iii)
* Key challenges in establishing DJP business in online and mainstream market and way of overcoming the challenges. (ob-v+vi)
* Who are the key actors and what are the factors behind the challenges to overcome? (ob-v+vi)

***Final evaluation:***

* What changes happened in income of farmers, weavers, Jute SMEs and ICT Hubs in connection with COVID-19 awareness, jute production, online marketing and income. (ob-a)
* How they recover the COVID-19 pandemic effect on them including reducing the loss. (ob-a)
* What improvement gained on knowledge, attitude and practice on COVID-19 safety and security measures? (ob-a)
* How does the determine the capacity on using ICT tools and online marketing of jute SMEs, weavers and ICT Hub owners? (ob-b)
* What is the scope of digital marketing and advisory support for SMEs to connect with local and international buyers? (ob-b)
* What is the perception of the jute stakeholders (SMEs, Weavers, Farmers, ICT hub owners) on production, jute trade and online marketing? (ob-b)
* What is the current market system on diversified jute products (DJP) and linkage position with between SMEs and local buyers as well as foreign buyers? (ob-c)
* What type of products SMEs are making and marketing? (ob-c)
* What constraints and challenges are facing by SMEs, Weavers, Farmers, ICT hub owners on jute product and trade to strengthen their business? (ob-d)
* What the stakeholders (SMEs, Weavers, Farmers, ICT hub owners) are thinking to solve the constraints and challenges. (ob-d)
* What are the scopes, policy of government and private sectors to support/service to the jute weavers, SMEs, and ICT Hubs? (ob-d)

**Relevance**

* How the project is relevant to address the problems intended target groups described in the proposal
* To what extent the project objectives are valid.
* Whether the planned and implemented activities, outputs of the program consistent with the attainment of set Project Objectives/Outcomes.

**Efficiency**

* The evaluator will make an assessment of whether the project resources (budget, assets, and staff) were used efficiently in relation to the planned activities, outputs and outcome.
* Was the project implemented in the most cost-efficient way compared to alternatives.
* Were the objectives achieved on time

**Effectiveness**

* The evaluator will assess to what extent project has achieved the objectives as stated in the project documents and project outline. The evaluator will also ascertain the extent to which the project beneficiaries are being involved in implementation and acquired ability in decision making where the support has been provided by Practical Action was found effective.
* What were the major factors influencing the achievement or non-achievement of the objectives?
* To what extent the gender perspective reflected in project implementation process as well as in results achieved.

**Outcome and Impacts**

* To what extent the employment and income Increased of youth and women.
* To what extent the growth in related to online market on diversified jute products
* To what extent the income of SMEs and other targeted beneficiaries reducing the risk of COVID-19 impact.

**Sustainability**

The evaluation team will assess the sustainability of the project to ensure continuation, maintenance and replication of the project outcomes. In addition, an assessment will need to be carried out to see the extent changes/benefits will sustain without external support. It is also need to be explored that the major factors which influenced the achievement or non-achievement of sustainability of the project including new business or job opportunity for similar people.

1. **Outputs and deliverables:**

The specific deliverables for both studies are detailed in the following table.

**Table 1.** The specific deliverables for both studies are detailed in the following table.

| **Deliverable** | **Format** | **Length** | **Detail** |
| --- | --- | --- | --- |
| Inception report | MS Word | As per need | Single report specifying joint studies separately as needed |
| Data Collection Tools for each study | MS Word | As per need | Both draft and final versions of both qualitative and quantitative |
| Orientation on tools, data cleaning and analysis for each study | Physical | As per plan/  Need | For both quantitative and qualitative |
| Draft Report for each study | MS Word | As per need |  |
| Presentation on the key findings to certain respondents and Practical Action from draft report | ppt | As per need | The get feedback/input on the presentation should be incorporated in the final report. It will insure the data validation as well. |
| Final reports for each study (2 studies) | MS Word and PDF | As per need | Based on the feedback on draft report the report should be finalised. It should be in English. |
| Brief status against the indicators | MS Word and Excel | As per need | Result framework/ToC will be standard to follow |
| Cleaned dataset for each study | SPSS/STATA, Excel, Word, as appropriate | Final quantitative data and qualitative assessment script FGD, KII, Observation, etc.) | Soft copy. |

**Note:** The deliverables will be applicable for each study/report as appropriate.

1. **Methodology of the study:**

***9a. Jute diversification and online marketing:***

Practical Action is looking for a suitable methodology to achieve the study objectives on Jute diversification and online marketing. The consultant/firm will propose the appropriate list and type of respondents to be covered for the whole study. The consultant/firm will develop appropriate assessment tools to use, and a set of qualitative questions in consultation with the Practical Action will be prepared and finalised. The success stories and learning capturing will also be considered in the study as part of qualitative evidence as well as in digging out the actual scenario. In addition, the data and information to be collected using appropriate tools will be disaggregated by age, sex, and area. Other factors as highlighted in project documents also need to be considered.

***9b. Final Evaluation:***

Practical Action is expecting to use mixed method approach, both quantitative and qualitative, will be applied for the final evaluation as defined in the following section taking into account the project timeframe, resources and the representativeness for this study i.e., SMEs, Women Weavers, ICT Hub etc. The consultant will develop qualitative and qualitative tools including case stories discussion with Practical Action. A field test and its incorporation in the final tools to be done to finalise the questionnaire and other tools.

**Study areas:** The study areas of both studies will be almost same and respondents will also be same in most case. Both studies are planning to be conducted in northwest part of Bangladesh, districts are Kurigram, Rangpur, Lalmonirhat, and Nilphamari. Also need to conduct interview with buyers and customers from national and international online market platform (virtually for international respondents).

**Quantitative Survey:**

The study will apply quantitative method for data collection to obtain primary data and information from the project beneficiaries & jute diversified products users and other stakeholders related to project. Primary quantitative data will be collected from women weavers using structured coded questionnaire. As part of secondary sources relevant documents will be reviewed and analysed. A standard sampling procedure will be applied to determine the sample size for the quantitative survey under study on online marketing 0f Diversified jute products who will not cover through final evaluation. Sample distribution for final evaluation will be as follows:

**Sample size and distribution for final evaluation:**For final evaluation, the study team is planning to utilise a cross-sectional survey design that will be carried out in each of the four districts where the project is going to be implemented. Each of the districts is further, administratively, sub-divided into progressively smaller thanas, unions, wards, and villages. An enumeration area (EA) is either a union or village, or a group of small villages, or a part of a large village. Firstly, we will select at least one upazila of each project implementing districts and secondly, two unions from each upazila will be selected randomly as enumeration area. A fixed number of primary sampling units (PSU), could be union (for jute farmers), will be selected with the probability proportional to the unit size. A representative sample of farmer households will be determined using standard sampling design. The jute farmers will be selected using simple random sampling in each enumeration areas and the women weaver will be selected via systematic sampling method. The sample size will be distributed proportionately among each PSU. The sample will be considered at a 95% confidence level, with an accuracy rate or amount of admissible error margin, of 8% for both jute farmers and women weavers.

We will set the probability of occurring and not occurring an event, proportionately at same level (p = 0.5 and q = 0.5). The following sampling approach and statistical formula will be applied for the sample size determination:

; Where,

*Here,*

* + *n = The required sample*
  + X *= The standard sample size, was determined based on the distribution and the confidence level of the sampling population*
  + *N = The target population (Jute farmers = 20000; women weavers = 2000)*
  + *e = The sampling error,* 7% for jute farmers and 7% for women weavers
  + *p = The precision consider for the sample was 0.5 and the q was 1-p = 0.5*
  + *Z = Confidence level was 95% (1.96) according to the geographical variation.*
  + *The sampling variation is considered here,* 1 for women weavers *but to strengthen the representation of jute farmers, we’ll consider 200 farmers as respondents.*

Calculated and final sample size,

* **Jute farmer: 194~6=200**
* **Women weavers: 179~1=180**

In addition to the sample size of jute farmers and women entrepreneurs, the study will also capture youth ICT entrepreneur, SMEs and SME staff through quantitative survey. So, in determining the sample size of those target groups, we will apply the following methods which is usually applied mostly[[1]](#footnote-2):

**Youth ICT entrepreneurs:**

For youth ICT entrepreneurs, we will determine the sample size using thumb rule sample method, where we will consider 50% of the 100 youth ICT entrepreneurs as sample size, i.e. **50**. These respondents will be chosen randomly and proportionately.

**SME and SME staff:**

For SME and SME staff, we will consider all the target beneficiaries as in these two groups the population is less than 100. So, **15** respondents from 15 SMEs (focal) and **45** SME staff as respondents from 15 SMEs will be interviewed considering the availability at SME level under quantitative survey.

**Table-2:** Summary ofsample size against target population for each beneficiary types

|  |  |  |
| --- | --- | --- |
| **Beneficiary type** | **Target beneficiary** | **Sample size** |
| Jute farmers | 20000 | 200 (30% women) |
| Women weavers | 2000 | 180 (women) |
| Youth ICT entrepreneurs | 100 | 50 (30% girls) |
| SMEs | 15 | 15 (women) |
| SME staff | 45 | 45 (70% women) |
| **Total** | **22160** | **490** |

**Qualitative survey**

Qualitative assessment will be done in order to get more detailed, more specific and accurate information from the community representatives. In all cases various qualitative assessment tools namely Key Informants’ Interview (KII), Focus Group Discussion (FGD) and case study will be used. As part of the qualitative assessment, the consultant will cover relevant stakeholders such as women weavers, intermediate actors (girls and youths), ICT hub, and SMEs. In addition, the assessment will consider District council, Upazila council, representative of BJRI and Ministry of Textiles and Jute and, civil society representatives, and DJF traders etc. under qualitative assessment. To strengthen the triangulation as well as study methodology, the consultant/firm will also take into account the participatory learning and action (PLA) tools in consultation with Practical Action. The outputs are expected to reinforce and validate the data and information collected through the quantitative survey to capture the real scenario of changes between baseline and final evaluation. The distribution of the sample/respondents in the qualitative assessment will presented in a table for final evaluation. Some respondents need to be interviewed additionally out of this table for study on online marketing of diversified jute products.

**Table-3:** Tentative/proposed qualitative survey for final evaluation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Beneficiary type** | **Target** | **FDG** | **KII** | **Case study** |
| Jute farmers | 20000 | 1 | - | 1 |
| Women weavers | 2000 | 2 | - | 1 |
| Youth ICT entrepreneurs | 100 | - | 2 | 1 |
| SME | 15 | - | 2 | 1 |
| SME staff | 45 | - | 2 | - |
| **Other stakeholders** | | | | |
| Partners |  | - | 1 | - |
| Govt. (BJRI, DAE, BSCIC, etc.) |  | - | 4 | - |
| Chamber of commerce/ association |  | - | 1 | - |
| Bankers |  | - | 1 | - |
| Jute entrepreneurs |  | - | 2 | - |
| Online market traders |  | - | 2 | - |
| Jute product user |  |  | 3 |  |
| **Total** | **22160** | **3** | **20** | **4** |

**Team Composition and orientation of tools:** The study will be conducted by the consultant/firm with further quality checking by Practical Action. Data collectors/enumerators will be oriented on the questionnaire and the data collection process through organized orientation sessions facilitated by the consultant/firm in consultation with Practical Action.

**Data analysis and report writing:** The collected data will expect to be cleaned and analyzed using appropriate software such as SPSS, STATA, MS-Excel, etc. Based on the data analysis, the consultant/firm will prepare the draft report which will be shared with Practical Action for review and comment. Also, the draft report findings will be shared to the relevant stakeholders such as beneficiaries as part of validation and their final comments will be addressed in the final report.

1. **Qualification of the consultant/Firm:**

* Master’s degree/Ph.D. in Agriculture/Agri-economics/ economics/Statistic / Marketing or equivalent fields having at least 7 years’ experience in the related field;
* Must have good understanding on ICT-based agriculture and online national and international market linkage.
* Good understanding about qualitative and quantitative research methodologies preferably in agriculture, especially in jute sector and ICT-based market linkage in the context of rural Bangladesh.
* Ability to analyze data/information by using appropriate software (e.g., Atlas.ti/Nvivo) and synthesize qualitative data/information.
* Ability to carry on the studies in the current pandemic situation following safety standards.
* Capacity and willingness to work in a team and Ability to produce quality reports as per study objectives

1. **Terms of payment for the consultant/firm:**

**Table-4:** The payment will be made according to the following time frame/arrangement:

| **Instalments** | **Amount** | **Timeline** |
| --- | --- | --- |
| 1st instalment | 25% of the total amount | After contract signing and submission of inception report. |
| 2nd instalment | 45% of the total amount | After submission of the draft report |
| 3rd instalment | 30% of the total amount | After submission of the final report and satisfactory completion along with relevant documents |

***Note:*** *Tax and VAT will be deducted at source from the bills payable to the selected consultants/firm. In all cases, consultants/firm may only be paid their fees upon satisfactory completion of services.*

1. **Application and submission procedure:**

Interested party(ies) (consultants/firm) are requested to submit their technical and financial proposals separately with the details organisational profiles including reference of relevant work experience (applicable for consulting firm), relevant experience especially methodology including activities and milestones, budget details, time frame and CVs of experts and contact details.

Single technical proposal will be developed where separate methodology and conceptual framework will be clearly defined.

The proposal from individuals/firms shall contain the following sections:

* Understanding of the assignment
* Approach and methodology of the assignment
* Study/Evaluation plan and schedule
* Team composition
* Detailed Budget

The consultants/firm must submit the following documents along with Technical & Financial Proposal (including VAT and TAX) separately, as appropriate:

*For Consultancy Firm:*

* Maximum 2-pages Firm profile highlighting related assignment completed with client name, contract person and contact number
* Lead Consultant’s (who will lead the assignment) CV with maximum 3-pages highlighting related assignment completed, role in the completed assignment
* List of key team members (who will be involved in the assignment) along with one paragraph short CV highlighting related assignment completed and role
* Firm’s Certificate, TIN and VAT registration
* Gender and safeguarding policy if any

*For Individual Consultant:*

* Maximum 3-page profile highlighting related assignment completed with client name, contract person and contact number along with detailed CV
* TIN certificate and any other relevant document (if necessary)

Electronic copy of the proposal duly signed should be submitted to Procurement.BD@practicalaction.org.bdwith the subject line: “Proposal for Jute Diversification and Final Evaluation” by no later than **04 July 2022.**

1. **Resignation and cancellation/termination of contract:**

The employment may be cancelled/terminated by either party as mutual agreement giving reasonable time. The services of the consultant/firm will be governed by the Human Resource and Administration Policy of Practical Action along with safeguarding, gender policy, etc. as applicable for an employee/consultant for part time employment contract.

**Annexure**

**Annex-1: Duration of the assignment**

Upon completion of the assignment, the final reports will have to be submitted within 60 calendar days starting from the date of assigning relevant task. Proposed starting date is 25 July 2022 and to be completed by 24 September 2022.

| **Activity** | **Timeframe: 25 July 2022 - 24 September 2022** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **W-1** | **W-2** | **W-3** | **W-4** | **W-5** | **W-6** | **W-7** | **W-8** |
| Contract signing |  |  |  |  |  |  |  |  |
| Document review |  |  |  |  |  |  |  |  |
| Inception report and tools preparation |  |  |  |  |  |  |  |  |
| Data enumerators recruitment |  |  |  |  |  |  |  |  |
| Organize training for data enumerators and field test |  |  |  |  |  |  |  |  |
| Data/sample collection (qualitative and quantitative) |  |  |  |  |  |  |  |  |
| Data cleaning, processing and analysis |  |  |  |  |  |  |  |  |
| Draft report preparation and submission |  |  |  |  |  |  |  |  |
| Feedback sharing by Practical Action |  |  |  |  |  |  |  |  |
| Presentation on draft findings/report |  |  |  |  |  |  |  |  |
| Final report submission by addressing feedback [Full and Summary] |  |  |  |  |  |  |  |  |

1. https://www.tools4dev.org/resources/how-to-choose-a-sample-size/ [↑](#footnote-ref-2)